



2010 Leadership Conference

a regional conference of
business and community leaders

April 25-27, 2010
McCall, Idaho

"Innovation in Action: New Jobs for our New Economy"

SUMMARY REPORT

THE GREEN ECONOMY INCLUDES ENERGY EFFICIENCY

Even though Idaho and the Boise metro area retains its low-cost electricity service because of its hydropower base, "the best jobs policy is to minimize energy costs," said Ralph Cavanagh, senior attorney with the Natural Resources Defense Council. In his keynote address kicking off the Boise Metro Chamber's 17th Annual Leadership Conference, Ralph began with a review of the Northwest Power Act in 1981 when Boisean Peter Johnson was at the helm as administrator of the Bonneville Power Administration (BPA). Peter was the first BPA Administrator to believe that energy efficiency is a resource. Using Hood River and Oregon's experience with energy efficiency, BPA implemented energy-saving programs throughout the Pacific Northwest region and later determined energy savings of 4,000 megawatts, an annual savings of \$2.3 billion per year. Ralph noted that there is a dearth of energy efficiency centers, with only three in the west. This is a prime economic development opportunity for universities and community colleges. Patterned after the Center for Advanced Energy Studies at the Idaho National Laboratory (INL), a Center for Energy Efficiency at Boise State University could be funded from utilities, federal grants and collaborative resources from colleges and universities.

Ralph Cavanagh
Senior Attorney
Natural Resources Defense Council



NEW JOBS FROM UNIVERSITY INNOVATION

Upon the invitation from University of Idaho President Duane Nellis, Kent Glasscock came from Kansas to address the Leadership Conference. Kent, a former Speaker of the House in Kansas, is President of the National Institute of Strategic Technology Acquisition and Commercialization (NISTAC) at Kansas State University. NISTAC is dedicated to the start-up and expansion of technology-based, high-growth companies. NISTAC does this by 1) assessing opportunities, 2) designing strategic partnerships, 3) facilitating technology transfe, and 4) building successful enterprises that bring value to the university and local economic development.

Kent Glasscock
President
National Institute for Strategic Technology
Acquisition and Commercialization (NISTAC)



Kent Glasscock also reviewed the origins of the Innovation Campus in Olathe, Kansas in the Kansas City metro area. Voters in Johnson County approved a $\frac{1}{8}$ cent local option sales tax to provide on-going funding for the new 92-acre campus. The research park will focus on applied research and technology discovery in animal health, plant science, food safety and security, and bioenergy. Construction has started on a 100,000-square-foot facility to house the National Institute for Food Safety and Security.

PANEL DISCUSSIONS

GREEN ENERGY DEVELOPMENT; LEADING THE WAY FOR THE NEW ECONOMY

Panelists:

Ric Gale, Vice President of Regulatory Affairs, Idaho Power Company

Naga Chandrasekaran, Director of Solar and Display Research & Development, Micron Technology, Inc.

David Naccarato, Business Development Manager, McKinstry Company

Richard Holman, Manager of Energy Workforce Initiatives, Idaho National Laboratory (INL)

Dr. John Gardner, VP for Energy Research, Policy & Campus Sustainability, Boise State University

Ric Gale said Idaho Power Company projects the need for 800 megawatts by the year 2015 and this will come from a variety of sources: Langley Gulch power project, wind, customer demand response, hydro, solar, biomass and an anaerobic digester. Naga Chandrasekaran said Micron is interested in renewable energy technology because of its existing assets: fabrication space, equipment, technology and people expertise. The newly-formed company, Transform Solar, established with Australia's Origin Energy, will develop and manufacture silicon-based solar cells. McKinstry Company now employs 40 people in Boise to develop new energy technology. McKinstry's model is that energy-efficient design and cost is part of the long-term life of a building. Richard Holman reviewed the importance of our future workforce through the Energy Systems Technology & Education Center of Idaho State University, Idaho National Laboratory (INL) and the Partners for Education. Dr. John Gardner reviewed the new smart meters from Idaho Power, the emergence of Micron Technology in the energy sector, the need for education and training, building performance, energy efficiency and effectiveness, higher education research and cost-shifting to students. He also discussed the potential for a Center for Energy Efficiency.



INNOVATIVE IDAHO TECHNOLOGY COMPANIES

Panelists:

Rich Raimondi, Chairman, Idaho Technology Council

Clay Young, CEO & Chairman, Inovus Solar

Pete Gombert, Founder & CEO, Baliho

Dean Park, President & CEO, Biomark, Inc.

Mike Boren, COO & Founder, Clearwater Analytics

Rich Raimondi said Idaho can foster the development of the technology sector with 1) human capital (quality workforce, better leadership), 2) financial capital (funding for start-ups), 3) public policy (legislative and business understanding, education, infrastructure), and 4) research & development. Clay Young said Inovus Solar started in the Watercooler and has a contract with the city of Boise to replace the streetlights with a more energy-efficient model. He also noted that they do need venture capital or offshore investments to continue to grow the company. Pete Gombert of Baliho finds it difficult to hire locally for his marketing and media planning company and feels that education is very important. Dean Park said Biomark specializes in electronic identification for fish and wildlife research and is concerned with talent recruitment and retention. Mike Boren of Clearwater Analytics said hard work makes you lucky and suggests that you be an expert in something of value to your clients. He also noted that government should have incentives to be more efficient and he needs more software artists and engineers from our universities.



INNOVATION IN THE COMMUNITY

Panelists:

Mark Rivers, Brix & Company

Brice Sloan, CFO, Sloan Security Group

Jean Claude Bruneau, Plant Manager, Sorrento Lactalis, Inc.

Mark Rivers, Idaho Innovator of the Year award winner from Stoel Rives, said we have to look internally for economic development. He started the Boise Sports Council to attract national events, sponsor signature sporting events, target small business recruitment and explore international potential. USA Cycling has been contacted about bringing a national cycling event to Boise. Brice Sloan reviewed the continuing success and evolution of Sloan Security Group. Jean Claude Bruneau said the Nampa cheese factory currently employs 526 people and uses 4.1 million lbs. of milk per day. He anticipates with the upcoming expansion of the facility there may be 300-400 more employees by 2015.



INNOVATION FROM THE PUBLIC SECTOR

Panelists:

Dave Bieter, Mayor of Boise

Dr. Linda Clark, Superintendent, Joint School District #2

Bert Glandon, President, College of Western Idaho (CWI)

With the challenges of our community, Boise Mayor Dave Bieter said cities need to be more creative. He reviewed examples of funding for branch libraries, collaboration with the Boise School District for community centers, Project Catch homeless program, and addressing future phosphorus levels in the Boise River. Dr. Linda Clark of Joint School District #2 mentioned the innovative uses of the old Jabil Building, now including the district service center, Idaho State University, Renaissance Professional-Technical Center and Renaissance Magnet High School. Dr. Bert Glandon announced a joint culinary arts program in Meridian with Joint District #2 before reviewing the innovation of the College of Western Idaho. He said the purpose of the community college is to "change people's lives for dynamic purposes." He feels that the future of the college may be with light rail connecting campuses in Nampa, Meridian and Boise along the existing railroad corridor.



NEXT STEPS

1. Explore establishing a Center for Energy Efficiency at Boise State University. This public-private partnership with other education institutions could be the best driver of job growth.
2. Regularly convene a Workforce Leadership Council of business and education leaders for workforce inventory and responsiveness to economic development efforts.
3. Formalize a source of venture capital funding for Idaho innovators. Advocate for state legislation that has been proposed in the past.
4. Encouraging the growth of existing business should be in balance with efforts to attract new business to the region. Attracting events and sports will also contribute to the economy as well as the overall quality of life in the Boise Valley.



2010 LEADERSHIP CONFERENCE ATTENDEES

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John Brunelle, City of Boise
Ralph Cavanagh, Natural Resources Defense Council
Tami Chafin Brandstetter, Delta Dental of Idaho
Jana Chalfant, Boise Valley Economic Partnership
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Bruce Chatterton, City of Boise
Linda Clark, Joint School District No. 2
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Sean Evans, Idaho Business Review
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Ric Gale, Idaho Power Company
John Gardner, Boise State University
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Rick Yzaguirre, Ada County
David Zarembo, City of Meridian